

# Current Projects - Technology & Data Management

**For more information this project please contact:**

Jeff Kopaska  
Boone Wildlife Research Station  
1436 255th St.  
Boone, IA 50036  
(515) 432-2823  
[Jeff.Kopaska@dnr.iowa.gov](mailto:Jeff.Kopaska@dnr.iowa.gov)

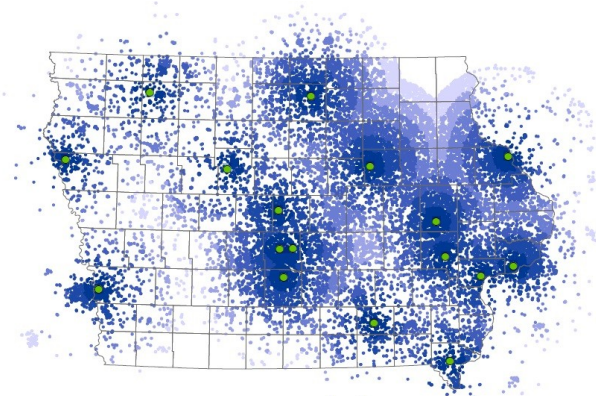


## Technology Keeps Moving Forward

**New information and updated maps on the web site.** The internet is the primary tool by which agencies disseminate information to the public, and over 40% of Iowa anglers visit the Iowa DNR web site regularly. In 2011, the Iowa DNR completed a large scale restructuring of its web site. Improvements continue to be made on the site, including the recent addition of new PDF maps for all of Iowa's trout streams and an updated listing of all state record fish. Check it all out at <http://www.iowadnr.gov/fishing.aspx>, and make sure to peruse the integrated information presented on the updated fish, lake, river, and trout stream web pages. It includes fishing reports, fishing forecasts, lists of amenities, and links to maps and fish survey data. Lake-specific regulations, river maps and fish stocking data are coming soon.

**The next step on the web – going mobile!** Many states have already implemented either smartphone apps or mobile friendly web sites. Recent research indicated that 88% of Americans have a mobile phone, and 46% have a smartphone. By the end of 2013, smartphone users are expected to encompass over 65% of American adults. To keep up with this change, Minnesota and Texas have both developed mobile friendly pages for some of the fish and fishing information they provide on the internet. Michigan has developed an app for mobile devices that allows users to search for and access information about camping, state parks, state forests, and boat ramps. Iowa has been reviewing the progress made by these other states and has developed a plan to create our first mobile friendly web pages in the first quarter of 2013. Look for our license vendor search page, and mobile friendly version, soon!

**Investigating the return on investment of the urban trout program.** In 2004, Iowa began an expansion of its urban trout stocking program. Three sites have been stocked since the 1980's, and fifteen additional stocking locations have been added recently. Iowa's electronic license sales database provides information about sales of trout fishing permits, including the timing and location of sales, the demographics of purchasers, and the home address of purchasers. This information is used to assess the success of urban trout stocking by looking at new purchases (purchasers who had never previously purchased a trout privilege) and continuation of purchases (frequency of trout privilege purchases in subsequent years). Trout privilege purchases have increased in recent years, and the location of new purchasers is associated with locations of urban trout stocking (Fig. 1). In 2011, income from new trout license sales (and associated new fishing license sales, if applicable) outpaced the cost of the urban trout program by more than two-to-one.



**Figure 1.** Urban stocking locations (green) and trout privilege license buyer home locations